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| Director, Telecommunication Development Bureau | | | |
| ITU-D Sector Members, Associates and Academia | | | |
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| **Summary:**  This document provides an overview of the evolution of ITU-D membership. It also recommends actions to strengthen this membership in accordance with the outcomes of the World Telecommunication Development Conference of 2017 (WTDC-17) and the Plenipotentiary Conference of 2018. ITU-D membership includes Sector Members, Associates and Academia[[1]](#footnote-1).  **Action required:**  TDAG is invited to note the document and provide guidance as deemed appropriate.  **References:**  Resolution 71 (Rev. Buenos Aires, 2017) of WTDC; Resolutions 169 (Rev. Dubai, 2018), 205 (Dubai, 2018) and 209 (Dubai, 2018) of the Plenipotentiary Conference. | | | |

1. **Background**

The World Telecommunication Development Conference in 2017 (WTDC-17) revised and adopted Resolution 71 (Rev. Buenos Aires, 2017[[2]](#footnote-2)) to promote active involvement of current Sector Members, Associates and Academia in ITU-D activities, including participation in the work of ITU-D study groups and to attract new members from the public, private and academic sectors.

Resolution 71 (Rev. Buenos Aires, 2017) has brought enhanced focus to the evolving role of the private sector in ITU-D, with its instruction to BDT to continue to organize meetings for high-level industry executives such as the Industry Advisory Group for Development Issues (IAGDI). A wide representation of industry from the ITU‑D Sector Members from all regions participate in IAGDI meetings. The resolution also recognizes the work of the Chief Regulatory Officers (CRO).

1. **ITU-D membership Status**

The table below illustrates the evolution of ITU-D membership (Sector Members, Associates and Academia[[3]](#footnote-3)) from 2010 to March 2021. Following a difficult time marked by a decline in ITU-D membership, 10 new entities joined as Sector Members in 2020 and the first quarter of 2021, as detailed in Sections 3.1 and 3.2 below.

Due to the implementation of the new outreach and retention strategic approaches, and despite financial concerns due to COVID-19, it should be noted that, during the first quarter of 2021, the number of new Sector Members has doubled when compared to the same period in 2020 with 4 new Sector Members joining since January 2021 and 5 additional entities already approved to join by their respective Administrations and expected to become full members during the second quarter of 2021.

Retention efforts have also shown results with only one Sector Member loss in the first quarter of 2021, compared to 7 losses during the same period in 2020. One Associate upgraded their status to Sector Member during the first quarter of 2021.

**Table** **– Evolution of ITU-D membership (Sector Members, Associates and Academia[[4]](#footnote-4))   
from 2010 to 2021**

|  | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2020** | **March 2021** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sector Members** | 311 | 323 | 330 | 346 | 338 | 340 | 331 | 318 | 310 | 307 | 298 | 301 |
| **Associates** | 5 | 6 | 7 | 9 | 10 | 11 | 12 | 12 | 14 | 17 | 21 | 20 |
| **Academia** | ‑ | 25 | 36 | 45 | 86 | 109 | 107 | 125 | 156 | 163 | 162 | 163 |
| **TOTAL** | 316 | 354 | 373 | 400 | 434 | 460 | 450 | 455 | 480 | 487 | 481 | 484 |

1. **Sector Members and Associates in 2020- 1st Quarter 2021**

In 2020, ITU-D attracted ***10 new Sector Members***: African Network Information Centre Ltd (Mauritius), American Registry for Internet Numbers (USA), Bitsight Technologies (USA), International Mobile Satellite Organization (United Kingdom), KAMALEON (Mozambique), Polyverse Corporation (USA), SBA Communications (USA), Welchman Keen (Singapore), Wireless World Research Forum (Switzerland), Registro de Direcciones de Internet para América Latina y Caribe (Uruguay). ITU-D also attracted ***4 new Associates***: Almaahad Almutagadem Specialized Computer Training Center (Sudan), Just-ICT Dubai (UAE), OISTE Foundation (Switzerland), Promotion de la Technologie (Democratic Republic of the Congo).

In the first quarter of 2021, ITU-D has attracted ***4 new Sector Members***: Axon Partners Group (Spain), Deloitte Risk Advisory (Italy), New Jersey Fiber Exchange (USA), and Security Alliance Limited (UK). In addition to that, ***5 new Sector Members*** are finalizing affiliation process to become full members in the second quarter.

* 1. **Academia in 2020**

Academia members participate in the work of all three ITU Sectors with one single fee. Since 2011, more than 220 Academia have joined ITU. For 2020, through efforts coordinated with the General Secretariat, ***26 new Academia*** joined the three Sectors of ITU.[[5]](#footnote-5)

1. **Key actions to effectively engage ITU-D Members**

The ITU-D Membership strategic approach, currently under implementation, is based on two clear impact pathways: broader membership outreach and enhanced engagement in ITU-D work. In addition to incorporating the Results Based Management approach, it encompasses synergies with Projects and Partnerships strategies and plans, marketing and communications teams within BDT and the General Secretariat. Moreover, it is supported by concrete actions to raise awareness and build the capacity of BDT staff to monitor, prospect, engage and retain members.

On the outreach impact pathway, the focus is on increasing the use of digital marketing tools to assess, select and identify qualified prospective entities in the ICT field, as well as, to build prospective lists by industry segments, target such communities with packaged content aligned with prospect interest, raise awareness and interest in BDT’s products and services, and build interest in membership offerings and opportunities and foster conversion into new memberships.

Since 2020, the BDT has been conducting a series of actions aimed at strengthening engagement with, and participation by ITU-D members in the activities and programmes of the Sector.

In this regard, BDT has carried out the following:

* The **Industry Advisory Group for Development Issues and the Private Sector Chief Regulatory Officers (IAGD-CRO)** met on 31 August 2020 as a virtual pre-event to the Global Symposium for Regulators (GSR-20). In this meeting, IAGDI-CRO re-affirmed industry and private sector’s commitment to support governments during the recovery phase of the COVID-19 pandemic, to work with governments and regulators to prepare better for future similar crisis, to play a more active role in supporting ICT development work. Over 100 senior industry representatives emphasized that priority should continue to be given to meaningful, secure, affordable, and sustainable broadband connectivity for all. (see the [IAGDI-CRO Outcome Statement](https://www.itu.int/en/ITU-D/Conferences/CRO/PublishingImages/CRO11/IAGDI-CRO%20Outcome%20Statement.pdf)). Furthermore, two Vice-Chairmen were nominated and with the Chairman have explored their existing networks to promote the ITU-D Sector for purposes of recruiting more industry and private sector players and contributed to each one of the Regional Development Forum and to the ongoing preparations for WTDC-21. The next IAGDI-CRO meeting will take place (virtually) on the 21 June 2021, back-to-back with GSR-21.
* **The Know Members Series** was launched as dialogue platform for Telecommunication Development Sector (ITU-D) Members, segmented by communities[[6]](#footnote-6) to interact and exchange views with the leadership of the Telecommunication Development Bureau (BDT). This includes updates on ongoing and planned provided by the BDT and collecting views from Members on how we could strengthen relationship and engagement. The session for Academia and Research Institutions community will take place on 15 April 2021 and will be followed by other communities of ITU-D Members to be planned throughout the year.
* **The Tech Talks Series** was also launched as an engagement platform designed for and with ITU-D membership, also segmented by communities, to share their technologies and innovative approaches in the field of ICTs/development and connectivity, to engage with industry peers of their respective community and with BDT experts, to explore new areas for collaboration. The first Tech Talks event was held in on 18 February 2021 for the Recognized Operating Agencies (ROA) and was greatly appreciated and attracted interest of prospective members. The second Tech Talks event will be held on 27 April 2021 for the Scientific and Industrial Organizations (SIO) and will be followed by other membership segments during the year.
* **Staff Capacity Building on Membership issues** is a key element to the success of ITU-D Membership’s strategic BDT-wide approach. It intends to reinforce the BDT staff awareness and capacity, both at headquarters and in the field, to prospect, attract and retain members. Dedicated and customized briefing sessions to each staff in each region have been conducted, and awareness was raised on the overall outreach and retention actions, on existing promotional materials, tools, and resources available. These sessions have closed the knowledge gap in terms of membership rules and processes, approaches, retention challenges and opportunities.
* **Persuading Members at risk** in cases where existing members signal that they intend to leave, one-on-one sessions are carried out with the aim of understanding the reasons why they intend to leave and persuading them to continue with their membership. This has been successful in several cases with such members reversing their decisions.
* **Adoption of a new Membership strategy,** which is aligned with those of the Partnerships and Resource Mobilization, and Project Management to ensure cross-fertilization among the three Services.

1. **Conclusions**

BDT is determined to:

1. Continue to increase the number of ITU-D Sector Members while retaining current ones by providing value;
2. Increase engagement of ITU-D Sector Members in the work of the Sector and create fertile ground for partnerships and resource mobilization that would finance high-impact projects and initiatives;
3. Increase participation of ITU-D Sector Members in the Sector’s activities and events for impact;
4. Continuously improve tools and services to facilitate membership engagement and participation.

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1. Refer to Resolution 169 (Guadalajara, 2010) of the Plenipotentiary Conference, which enabled the new category of Academia to participate in the work of ITU. [↑](#footnote-ref-1)
2. Resolution 71 (Rev. Buenos Aires, 2017, “Strengthening cooperation between Member States, Sector Members, Associates and Academia of the ITU Telecommunication Development Sector and the evolving role of the private sector in the ITU Telecommunication Development Sector [↑](#footnote-ref-2)
3. Refer to Resolution 169 (Guadalajara, 2010), which enabled the new category of Academia to participate in the work of ITU. [↑](#footnote-ref-3)
4. Academia members participate in the work of all three ITU Sectors, including their advisory groups. They also participate in other global and regional conferences, workshops and activities of the Union, with the exception of plenipotentiary conferences, world radiocommunication conferences, world conferences on international telecommunications and the ITU Council, in conformity with the rules of procedure of the respective Sectors. [↑](#footnote-ref-4)
5. King Abdullah University of Science and Technology (Saudi Arabia), Universidad Nacional de San Luis (Argentina), Indian Institute of Technology Hyderabad (India), Universidad Nacional de Río Cuarto (Argentina), Universidad Nacional de Tucumán (Argentina), Universidad Nacional de Cordoba (Argentina), Ecole Polytechnique Fédérale de Lausanne (Switzerland), Indian Institute of Technology Madras (India), Szechenyi Istvan University (Hungary), The George Washington University (USA), Monash Data Futures Institute (Australia), Council for Scientific and Industrial Research (South Africa), Harbin Institute of Technology (China), Wuhan University (China), Huazhong University of Science & Technology (China), Northeastern University (USA), Stanford University (USA), Shenyang Institute of Automation (China), Northwestern Polytechnical University (China), Nanjing Research Institute of Next-generation Artificial Intelligence (China), Big Data Academy of the Institute of Computing Technology (China), SEISA University (Japan), State Grid Hubei Electric Power Research Institute (China), Tongji University (China), Private Institution Kostanay Engineering and Economics University named after M. Dulatov (Kazakhstan), Zhejiang Lab (China). [↑](#footnote-ref-5)
6. ITU-D membership communities have been segmented as follows: Recognized Operating Agencies (ROA), Scientific and Industrial Organizations (SIO), Regional Telecommunications Organizations (REGORG) and Regional and other International Organizations (REGINTORG), Intergovernmental Organizations Operating Satellite Systems (SATORG), and Academia and Research Institutions. [↑](#footnote-ref-6)